

Software system for marketing databases



CDP CONNECT
by MarketResponse

With CDP Connect, MarketResponse has developed a special software system for marketing databases which meets your requirements as a marketing specialist. The application contains numerous functions which are specifically aimed at 1-on-1 marketing and other marketing activities: modules for selection, segmentation, analysis, drilldown, campaign management, prediction scores, reporting and event marketing – to name just a few. Data is structured in Connect in such a way that your marketing activities can be implemented quickly and simply.

The database marketer in mind

When developing CDP Connect, our entire attention was paid to the simple loading, manipulation, analysis, drilling and selection of information: processes which you, as a database marketer, often find to be timeconsuming and complex. CDP Connect is user-friendly, equipped with menu navigation and a browser, and can be used without prior training in programme languages such as SQL or Python.

Customised

MarketResponse enables you to get the most out of the advantages offered by CDP Connect by combining the various modules. Our specialists in the area of IT, data analysis and marketing construct your database on the basis of the specific situation in your organisation. If desired, MarketResponse can also develop new modules. In short, we build a customised application which connects with the needs of your organisation and your data housekeeping.

POWERFUL FUNCTIONS

Some other features of CDP Connect:

- Short development time;
- User-friendly interface;
- Fast and efficient access to data, supported by the unique data structure;
- ValueLabel module to further increase data readability;
- Structural translation of operational data using a customised input processor with decision rules specific to your organisation;
- Available in Client-Server suite (including support for servers with multiple processors) or as standalone;
- Fast access to the database using database in memory;
- Efficient use of disk space with bitmapped files;

- Simple linking of external information using FileTable and MemoryTable;
- Fast setup of your own (virtual) variables which are directly available in every function or module;
- The data recognition is enclosed in drilldown, weighted crossings and related drilldown; you can use this to make your own multidimensional cubes to view and use drilling functions to programme the amount of detail.
- The OLAP Reporting Tool is a reporting part of CDP Connect which you can use to analyse data in a simple and flexible way, and to process easy to review reports. You can create regularly recurring summaries and management reports with one press of a button.

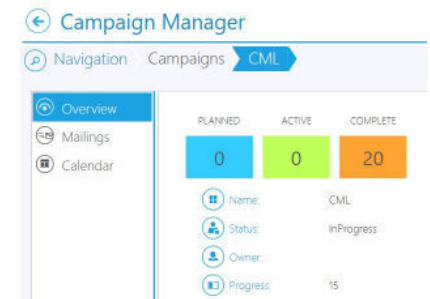
Computerising tasks: marketing as a process

As a supplement, MarketResponse has developed a scheduling module. The planner offers you flexibility and efficiency by computerising regularly recurring tasks, implementing tasks outside office hours and indicating the interdependence of various tasks. This planner works as a background service in a Windows environment, which the end user is not aware of.



Contract forms for CDP Connect

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Campaign Manager Module

CDP Connect in practice

If you have any questions, or if you encounter a problem, one telephone call to the helpdesk will suffice – every workday, all through the year. Users of CDP Connect include: Consumentenbond, Proteq, Robeco Direct, Thomas Cook, Cordaid, Artsen zonder Grenzen, Eneco Energie, KWF Kankerbestrijding, Royal Bank of Scotland.



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